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Selecting tv's greatest — Page 3

Warner Amex finds Texas tough — Page 66

Marketer's dream product — Page M2

Advertising Age

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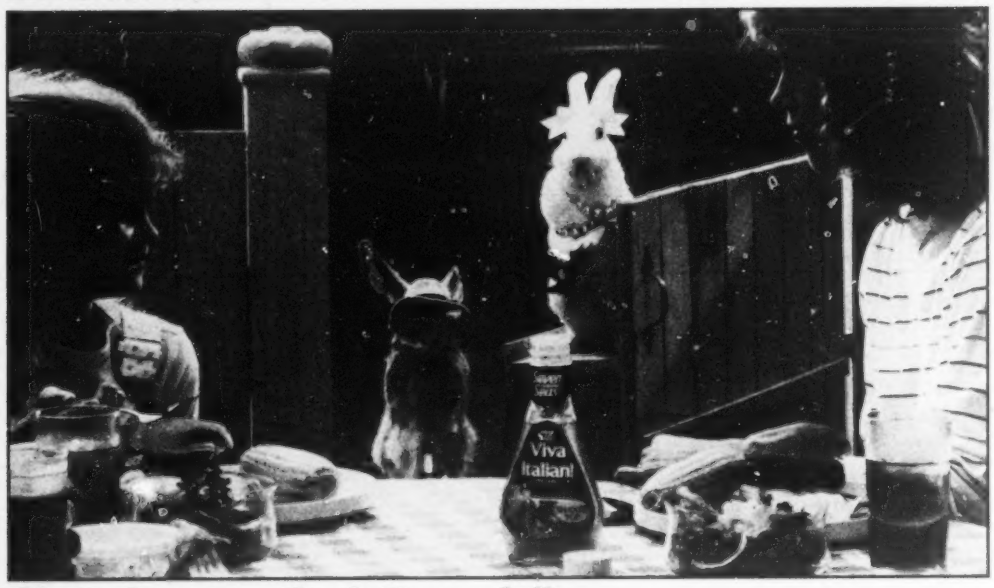

Slow down on the lettuce, folks

Anderson Clayton Foods broke a new campaign on the Emmy Awards telecast, with a Bloom Agency spot that has rabbits investigating a lettuce shortage caused by the popularity of Seven Seas dressings.

Sponsors in a quandary

Court battles, strike threats upset tv sports

NEW YORK—For tv advertisers, sports aren't fun anymore.

Cable and the networks are in court battles over who can broadcast sports events, tv's lucrative professional football schedule is endangered by a players' strike and now it appears that the procedure for selling college football games for broadcast has been irrevocably changed.

A federal district judge in Oklahoma City last week ruled that only individual schools, not the National Collegiate Athletic Assn., have the authority to sell rights to their games.

How fast those changes take place can only be determined by the courts. Network sources said last week that if the NCAA could not obtain an injunction to stay the ruling by Judge Juan Burciaga, there could be an interruption in this week's slate of games.

Each week, ABC and CBS select the games they wish to broadcast and then pay the teams selected. If the NCAA is unable to get an injunction to stay the ruling pending an appeal, the colleges presumably would be able to cut their own deals with the networks.

"That's where it gets crazy," said one network executive. "The whole thing could turn into a wide open market." The bidding for the crucial contests could up the ante for broadcasters wanting to telecast a particular game.

The open market could also intensify player recruiting efforts by universities. Since the networks have traditionally opted to televise games between winning teams, the pressure to produce a winner would also be greater on the schools. A source observed, "the next step

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Chevy, Ford narrow fight

By RALPH GRAY

DETROIT—Nobody's expecting a whole lot from the new car season this fall. Not Roger Smith, chairman of General Motors. Not Lee Iacocca, chairman of Chrysler Corp. And certainly not the industry observer who was asked, "Where's Pent-Up Demand?" and replied, "about 10 miles from Hopeless Despair."

But that won't dampen the intensity of the matchup between No. 1 Chevrolet and No. 2 Ford. Both will concentrate on those (few) prospects who are undecided about which car to buy. By implication, there's less emphasis on pulling the pent-up demand types away from their aging autos.

While Mr. Smith says the industry is "poised for an upturn—in fact it has already begun," Mr. Iacocca has said, "If there are positive signs out there, come and tell us quick. Nobody's buying [latest sales were off 29%]. Let's hope positive signs start to blossom and things start to get better, but I don't see it."

Actually, Mr. Smith doesn't see it that soon, either. He expects the annual sales rate to hit 14 million vehicles by the end of the 1983 model year. The annual rate now is 9 million or so. Mr. Smith isn't predicting 14 million in sales, just that

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Economy dried up ad funds, CBS Cable says

Cable tv shakeout begins

By SUSAN SPILLMAN

NEW YORK—For the cable tv industry, the past year has been like the first week of network tv's fall season: New programs are unveiled with a flurry of promotion, ambitious plans are presented confidently, but everyone is really waiting to see which of the more than 40 available cable services will be the first to fail.

CBS Cable answered that question last week. It informed its 535 affiliates representing 5 million subscribers that it will pull the plug on the critically acclaimed ad-supported cultural service in 90 days.

Calling its demise a "major disappointment," CBS Broadcast Group president Gene Jankowski nonetheless tried to downplay its significance with the comment, "The venture's $30 million loss is less than what it sometimes cost to cancel a couple of prime time series. Let's keep this thing in perspective."

The folding of CBS Cable, however, more likely won't be kept in that perspective. As the first major failure in an industry that until recently has been hyped as an instant cash machine, it is generating heavy scrutiny and raising a number of serious questions: Can a narrowcast service survive with advertising support alone? How many channels can the marketplace support? Will the demise of CBS Cable have a domino effect or was it simply the result of one network's bad business plan?

CBS obviously miscalculated by producing network-quality programing for a non-network-size audience that it expected adver-

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NEWSPAPER

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last minute news

Reagan nominating Douglas for 5th seat on FTC

WASHINGTON—President Reagan is moving to bring FTC up to its full five-member strength by nominating economist George W. Douglas for a seven-year term. He has co-authored articles with FTC's economist chairman, James C. Miller III. If approved by the Senate, he will succeed Paul Rand Dixon, who retired last September.

FCB picks up two airline accounts in Germany

FRANKFURT—Foote, Cone & Belding here has been awarded the German business of Iberia Airlines. Also, FCB's Berlin unit, Uniconsult, gained the $400,000 account of U.S.-based Capitol Air, which just obtained German landing rights. Previous agency for Iberia is Durana Ketchum; billings undetermined. The moves follow the agency's loss of the British Airways account (*see earlier story on Page 3*).

Anesh, Viseltear, Gumbinner shuts down

NEW YORK—Anesh, Viseltear, Gumbinner, an agency founded in 1977 billing nearly $7 million in 1981, has closed its doors. Paul S. Gumbinner, president, will be joining Altschiller Reitzfeld Solin/NCK in an unspecified capacity, bringing with him two former clients, Dandy Confectionery Co. (Stimorol gum) and Nassau Beach Hotel. Combined billings: $2 million. AVG's roster also had included Jordache Intimates, Lancome (projects), Oscar de la Renta for Men and WPIX-FM.

(Continued on Page 8)

Aims to double sales in five years

Canada Dry pins hopes on ginger ale, water lines

By JENNIFER PENDLETON

San Diego—Ginger ale will take its place as the preferred "adult alternative" to sugary colas and other carbonated soft drinks if Canada Dry has its way.

That ambition, plus others designed to turn the New York-based company into a significant soft drink force, were outlined at the two-day meeting here attended by more than 200 Canada Dry domestic and international bottlers.

During the meeting, the first since Canada Dry was acquired by Dr Pepper Co. in February, executives unveiled the company's 1983 marketing program, which includes increased total ad spending to $15 million, an approximately 20% rise over 1981 levels. Bottlers got their first look at Canada Dry advertising from Young & Rubicam, which succeeded Grey Advertising as the company's agency early in the year. Y&R is the Dr Pepper agency.

In addition to a long-term plan to develop Canada Dry ginger ale and its diet counterpart as a major soft drink, the company outlined plans to:

- Reposition Canada Dry club soda as "the perfect diet soft drink."
- Expand its salt-free seltzer nationally.
- Further develop the market for its mixer line with ad spending increases to $4.3 million.
- Expand Barrelhead root beer into the Midwest and West with a new ad campaign targeted at the 12-to-24 age bracket.

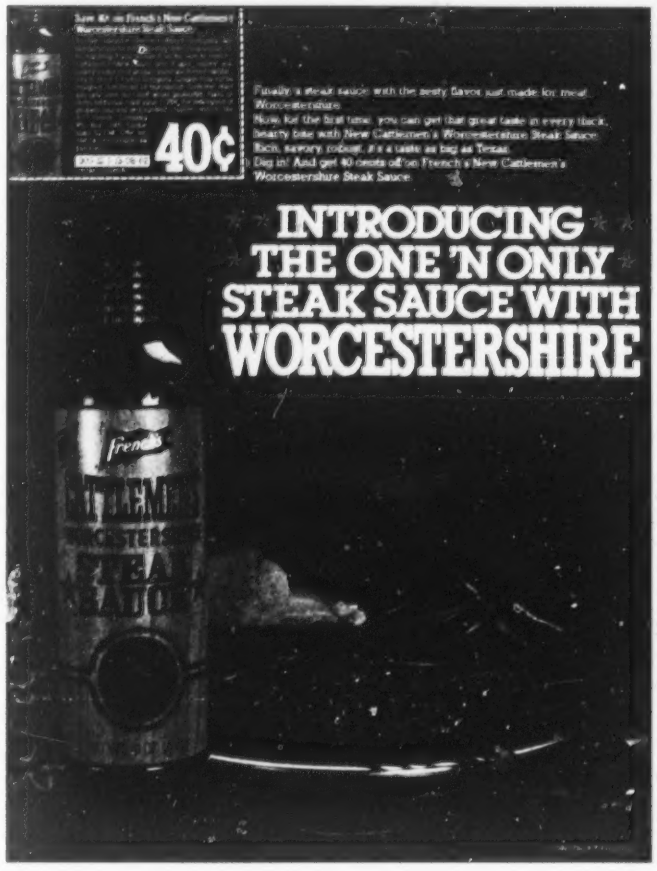
Canada Dry executives are convinced the most likely opportunity for growth will come from the adult market, as the population continues to age and consumer tastes shift to less sweet and more health-oriented products. With that in mind, all Canada Dry advertising, aimed primarily at 18-to-49-year-olds, will use the signature, "Aren't you ready for Canada Dry?"

It is Canada Dry ginger ale that will receive the primary emphasis in 1983, as the company aims to double its sales volume in five years and catapult ginger ale to a place in the top 10 of soft drinks. Canada Dry is also making a concerted effort to build distribution of its ginger ale in food stores and vending machines.

Canada Dry ginger ale today has a 35% share of the total ginger ale market, which has a 3.3% share of the aggregate $9.8 billion soft drink business; Canada Dry ginger ale makes up a 1.1% share of the total soft drink market.

Canada Dry ginger ale will be presented as a mainstream adult soft drink with appeal to consumers who are "making a move" to the best in life. "I'm making my

(Continued on Page 92)



Territory tests

R.T. French Co., Rochester, N.Y., is testing Cattlemen's steak sauce in some tough territory—across the Southwest and the Southeast (AA, Aug. 23). But, as ad copy notes: "It's a taste as big as Texas." Tv is being used. J. Walter Thompson USA handles.

Competitors to fight Burger King drive

By CHRISTY MARSHALL and RICHARD KREISMAN

Miami—Burger King's new "challenge" commercials will tell customers four things: Its burgers are broiled, not fried; they come "anyway you want;" they are 20% bigger than McDonald's, and the Whopper "tastes better."

As Advertising Age was being shown the comparative effort late last week, unveiled to BK franchisees earlier (AA, Sept. 13), both McDonald's and Wendy's were trying to obtain the specific BK copy claims.

William Youngclaus, McDonald's vp-marketing, said, "There will be some reaction next week [week of Sept. 19]...We are working on a battle plan." Wendy's last week alerted franchisees to concentrate on the "basics of operations and advertising," said William Welter, senior vp-marketing. "We're telling our people not to overreact...We're not changing our advertising plans."

According to both chains' executives, they can first protest to the networks and then seek court action.

Burger King breaks the effort on Sept. 27, backed by the greatest media weight in its history. For the quarter, spending will be up 25%, said Kyle Craig, senior vp-marketing director. The comparative campaign is slated to run eight to 12 weeks. Mr. Craig added that the claims are fully substantiated and have complete network clearance.

One spot opens with a Burger King employe offering condolences to the two competitors. "Y'see," she says, "the Whopper beat the Big Mac for best taste over-all among consumers of both burgers. In a similar test we beat Wendy's single. Now that may have surprised McDonald's and Wendy's, so we just wanted to say, it's okay guys. Winning isn't everything. But it sure is fun."

The tv campaign is supported by print ads headlined, "Guess who won?" and "Sorry, McDonald's. Sorry, Wendy's." J. Walter Thompson USA, New York, handles.#

highlights

Monday, September 20, 1982

Procter & Gamble is beginning market tests of new Monchel soap, a beauty bar positioned primarily against Lever Bros.' Dove. *See Page 6.*

Pillsbury turned the attention of its stockholders to more successful consumer food products and restaurants at its annual meeting last week. *See Page 12.*

Hoping to stay third-place in auto sales, Oldsmobile is planning its largest-ever announcement ad spending. *See Page 14.*

FCC chairman Mark S. Fowler wants to repeal what he calls the "regulatory underbrush"—commission restrictions on broadcast policies that he feels the federal government has no business meddling in. *See Page 14.*

The state-owned French communication and agency group Havas finds itself under attack by the French Assn. of Advertising Agencies. *See Page 20.*

NAD has taken to task two airlines for use of hyperbole in advertising concerning fares and services. *See Page 24.*

Though Cadillac is trying to attract European-import "intenders," its main advertising thrust still will be toward the American luxury market. *See Page 34.*

India is hoping the Asian Advertising Congress that it is hosting later this month will boost its image as leader of the Asian world. *See Page 38.*

Jeep plans to begin putting on ad weight this winter as it prepares to unveil the new XJ model a year from now. *See Page 42.*

In its effort to make wine a general beverage more like beer and soft drinks, Geyser Peak continues the rollout of its wine in cans. *See Page 42.*

Games by Apollo will fuel its initial nine-month sales thrust with a $7.5 million tv campaign. *See Page 46.*

American Assn. of Advertising Agencies is releasing a code book listing the do's and don'ts of political advertising. *See Page 50.*

Chilton Co., a division of ABC Publishing, gets a new president as William Barbour is moved up to chairman, a new post. *See Page 92.*

CORPORATE CLOSEUP

Beecham continues its worldwide expansion with the acquisition of Nabisco's J.B. Williams subsidiary and its well-known brands. *See Page 4.*

VIDEOTECH

Despite more than 3,000 studies on tv's impact on children, few changes have occurred, according to a Stanford Medical School professor. *See Page 60.*

Spotlight, the partnership of five major cable operators, is joining The Movie Channel as an around-the-clock exclusive movie service. *See Page 60.*

Residents of Greendale, Wis., a suburb of Milwaukee, are offered more tv programing each day than anyone else in the country. *See Page 63.*

Winning the Dallas franchise may have been a coup for Warner Amex, but building the franchise has turned out to be a bigger job than was expected. *See Page 66.*

MAGAZINE

Arm & Hammer has unaided recognition among 97% of U.S. female heads of households and the goodwill it enjoys is awesome. Insiders talk about the successful marketing of "mother baking soda." *See Page M-2.*

Send Alice to the U.S.S.R. to avert worldwide disaster, proposes Gene Gramm in a fairytale solution to nuclear war. *See Page M-23.*

SPECIAL REPORT

Goodbye to the stereotypical suburban model, but not to suburban papers, which are flourishing in spite of demographic change occuring on the outskirts of our cities. *See Page M-5.*

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Buffalo talks stall

Buffalo, N.Y.—Unable to convince union employes during four days of tense and hectic negotiations that it was better to settle for some jobs than be stuck with none, Rupert Murdoch's News America Publishing group faltered late last week in its attempt to purchase the *Buffalo Courier-Express*.

Mr. Murdoch's efforts to buy the morning daily depended on reaching agreements with those unions by a midnight, Sept. 16 deadline. Those agreements would have included a staff cut of about 40%, a condition Mr. Murdoch said was necessary before he could take over the money-losing newspaper.

■ That deadline passed without an agreement and Cowles Media Co., owner of the *Courier-Express*, announced it would go ahead with its earlier announced intention to close the paper Sept. 19. But Sept. 17, representatives from the Murdoch organization and the paper's unions decided to meet again, and Cowles said there was a slight chance that an accord still could be reached.

Cowles earlier had warned *Courier-Express* staff members that Mr. Murdoch was the only potential buyer and that his plan to run the paper with a reduced staff was the only one that would keep it alive.#